*Date of bith:* 16/06/1969

*Birthplace:* Naples

*email*: [raimondo.374137@2freemail.com](mailto:raimondo.374137@2freemail.com)



**PROFESSIONAL PROFILE**

Highly driven, result-oriented *marketing* professional qualified by more than 20 years of business-to-business experience with service companies

Creative thinker with strong analytical, strategic planning and problem solving skills

Executive MBA (Master of Business Administration) graduate at Bocconi Business School in Milan

Degree with honours in Electronic Engineering from Federico II University of Naples

Certificate of Proficiency in English (“CPE”) from British Council School of Milan



**MAIN SKILLS**

* Project management accountabilities: responsible for the strategic implementation of Deal Negotiator (Cordiant): a strategic project aimed at customising the client offer on a one-to-one basis, balancing the client needs and the company’s return
* Development of strategic marketing plans
* Development of new products/services: optimisation of the marketing mix and economic assessment
* Setting the scope, implementation, management & review of inbound/outbound marketing campaigns on SOHO/SME clients, for cross-selling and prevention
* Economic and financial assessment of marketing campaigns: business case and cash flow analysis, payback and churn models
* Monitoring & reporting to senior managers on the effectiveness of strategies/campaigns
* Effective interpersonal abilities to establish and develop relationships within and outside the organisation; keen team worker, energised by working with others to achieve overall goals
* Track-record in managing a team of resources



# CAREER HISTORY

**Jan. 2016 : Mithaly srl. – General Manager (Temporary Manager)**

* Fully responsible for the expansion of the company including all aspects of business development, marketing, training, operation, finance, human resources, logistics, warehouse, management information systems
* Accomplish objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections
* Oversee B2B and B2C day-to-day operations
* Preside the design and implementation of the new products development process
* Manage and set objectives for the sales force aimed at developing the B2B market
* Lead the e-commerce website development aimed at the B2C market
* Planning and manage market activities/events, implement the activities of business/market promotion and advertising reasonably and effectively;
* Provide shareholders with regular update on company activities

**Oct. 2013- Dec. 2015: Freelance consulting to SME**

1. Business Plan for startups with the objective of finding potential investors.
2. Marketing plan development & product portfolio optimization for companies operating in the furnishing and logistic industry

**Apr 2006 – Sep. 2013**: **Vodafone Italia (Milan-London): Marketing Base Management: Senior Project Manager**

Responsible for the outbound marketing campaigns to business customers (SOHO/SME). These campaigns were aimed at targeting customers throughout their entire lifecycle: up-selling, cross-selling, prevention, retention

Since 2010 In charge of the development of a project (estimated cost 8 Mio Euro) aimed at customising the offer on a one to one basis for business customers (SOHO-SME) through inbound channels (Call Centre) as well as outbound ones (direct or indirect sales force).

The offer was a mix of mobile/fixed voice plans and/or mobile/ADSL data plans and/or terminals depending on the customer needs (customer lifecycle) and profitability

**Mar 1999 - Ago 2006**: **Vodafone Italia (Milan): Marketing acquisition: Product Offer Manager**

New product development targeting business customers. Full marketing mix management (Product, Price, Place, Promotions) in order to reach the assigned target in terms of revenues, NPV as well as customer satisfaction.

**Sep 1995 - Feb 1999**: **Telecom Italia (Naples- Rome): Corporate Sales: Pre-Sales Project Manager**

Part of pre-sales team, accountable for handling the technical side of telecom projects for Business Customers. My main task was to cooperate with the sales force team in order to provide the most cost-effective solution to the client

**Jan 1995 - Aug 1995**: **British Telecom (London): Corporate Sales: internship**

**Jul 1994 - Dec 1994**: IRECE-CNR: Institute of National Research (Naples): scholarship focussed on data processing of SAR satellite images for civil purposes



# LANGUAGES AND SKILLS

Italian native speaker

English: proficient-European level C2; Cambridge Certificate of Proficiency in English (CPE) in 2008

Expert in SAS language programming, for massive data management

Microsoft Office applications



# EDUCATION

2004: MBA: Executive Master in Business Administration from Bocconi Business School, Milan

1989-1994: University degree with honoursin Electronic Engineering (spec. in telecommunications) from Federico II University of Naples

1993: Imperial College of London, Erasmus Exchange program

